CUSTOMER NO.: 24498
Serial No.: *10/018,070*
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Listing and Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-5. (cancelled)

6. (previously presented) A method for providing advertisements in an electronic program guide, comprising steps of:

receiving a plurality of advertisements;

storing said received advertisements;

enabling a user to access said electronic program guide;

determining whether a first type of advertisement exists in said stored advertisements, said first type of advertisement being displayable in response to user navigation within said electronic program guide;

enabling display of a second type of advertisement if said first type of advertisement does not exist in said stored advertisements, said second type of advertisement being displayable independently of user navigation within said electronic program guide; and

enabling display of said first type of advertisement in response to detecting user navigation within said electronic program guide if said first type of advertisement exists in said stored advertisements.

7. (previously presented) The method of claim 6, wherein said first type of advertisement is stored in a first queue and said second type of advertisement is stored in a second queue.

8. (previously presented) The method of claim 6, wherein said first type of advertisement includes pre-defined control data and said second type of advertisement does not include said pre-defined control data.

9. (previously presented) The method of claim 6, wherein said first type of advertisement includes a descriptor indicating at least one of a specific channel and a specific program.

10. (currently amended) A ~~system~~ method for providing advertisements in an electronic program guide, comprising steps of:

~~first means for~~ receiving ~~and storing~~ a plurality of advertisements <u>from a signal source</u>;

<u>determining which, if any, of said received advertisements includes pre-defined control data;</u>

<u>storing each of said received advertisements based on said determination by storing said received advertisement as a first type of advertisement if said received advertisement includes said pre-defined control data and storing said received advertisement as a second type of advertisement if said received advertisement does not include said pre-defined control data;</u>

~~second means for~~ enabling a user to access said electronic program guide;

~~said second means~~ determining whether [[a]] <u>said</u> first type of advertisement exists in said stored advertisements, said first type of advertisement being displayable in response to user navigation within said electronic program guide;

~~said second means~~ enabling display of [[a]] <u>said</u> second type of advertisement if said first type of advertisement does not exist in said stored advertisements, said second type of advertisement being displayable independently of user navigation within said electronic program guide; and

~~said second means~~ enabling display of said first type of advertisement in response to detecting user navigation within said electronic program guide if said first type of advertisement exists in said stored advertisements.

11. (currently amended) The ~~system~~ method of claim 10, wherein said first type of advertisement is stored in a first queue and said second type of advertisement is stored in a second queue.

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12. (currently amended) The ~~system~~ method of claim 10, wherein ~~said first type of advertisement includes pre-defined control data and said second type of advertisement does not include~~ said pre-defined control data Includes a control bit.

13. (currently amended) The ~~system~~ method of claim 10, wherein said first type of advertisement includes a descriptor indicating at least one of a specific channel and a specific program.

14. (previously presented) The method of claim 6, wherein if said first type of advertisement is displayed, said first type of advertisement represents a program in said electronic program guide that is highlighted or about to be highlighted.

15. (currently amended) The ~~system~~ method of claim 10, wherein if said first type of advertisement Is displayed, said first type of advertisement represents a program in said electronic program guide that is highlighted or about to be highlighted.

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